

This writing concerns our television station's commitment to localism and specific examples of how we serve our community. Local News: In late 2003 and early 2004 we expanded our daily newscasts...adding two half hours of news. We added a 30 minute newscast at noon and we added a 30 minute newscast at 5:30 p.m. We now broadcast 4 hours of news per weekday and have four newscasts on weekends. In addition, our television station's website is used to enhance our on-air news and weather coverage with additional, in-depth information, viewer polls and community information. Our current Election section of our web site is filled with information about the candidates and issues.

Local Public Affairs: Every weekday, during our 90 minute evening newscast, we devote a segment called "Newstalk". This segment is a live interview with a newsmaker, politician or community leader to discuss the local interest story of the day. This segment also allows our viewers to call in questions for the person being interviewed. In addition we have devoted one hour blocks of time for local Town Hall meetings on issues of local importance like the debate over a new convention center in Wilmington.

Emergency Programming: The most important service we provide our community is our emergency programming. Because of this we have invested tens of thousands of dollars in live doppler radar and other state-of-the art weather equipment. We live in a hurricane prone area. When hurricanes approach our television station pre-empts regular programming and commercial content for wall-to-wall hurricane and emergency coverage...many times we are on the air for 24 hours straight with emergency coverage. We have won awards for our coverage. We have also pre-empted regular programming for coverage of ice storms, snow storms and tornadoes. We also work very closely with local emergency officials on Homeland Security. We are currently working with them to improve their ability to speak directly to the public during times of crisis.

Political Programming: During political election periods we devote one hour per week on our air for free time for the candidates running for office. This year we broadcast multiple local candidate debates as well as two statewide debates for Governor and U. S. Senate. We also offer candidates free time during our Newstalk segment in our 5:30 p.m. newscast. On election night we devote all our resources to covering the results and pride ourselves in fast and accurate vote counts. And, our election results are also available on our web site.

Community Responsive Programming: Through our many news franchises our television station shines a spotlight on many issues in our area. Streets of Speed highlights speeding on our area streets and our Investigative Reports have uncovered unlicensed drivers who are still driving their cars and abandoned buildings that are now used as crack houses. Often our reports result in better conditions in our community.

Community Activities: For two years in a row our television station has worked with Habitat For Humanity to build a Habitat house. Station employees not only work on the house but, more importantly, our weekly news updates on the project help bring much needed positive publicity to Habitat for Humanity in Wilmington. Each year we work with the United Way and produce their campaign video at no charge and run their fundraising announcements on our television station. There are dozens of other organizations, from the Junior League to the Boy Scouts, that we help every year. We also work closely with the American Red Cross to hold an annual blood drive at our station and with the Salvation Army to collect food and toys at Christmas. Our latest commitment to community is our "Discover" initiative that spotlights various communities throughout our DMA.

In summary, we are very proud of our commitment to localism in the community we serve and we take that responsibility very seriously. Our goal is to be a community asset.

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